David Lee

Senior Product Manager

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Professional Summary

Highly strategic and results-driven Senior Product Manager with 10+ years of experience leading cross-functional teams in the full product lifecycle, from ideation to launch and iteration. Proven track record of delivering innovative, user-centric products that drive revenue growth and enhance market share. Expertise in SaaS, B2B, and mobile applications, with a strong focus on agile methodologies, market research, and stakeholder management.

Core Competencies

- Product Strategy & Roadmapping

- Market Research & Analysis

- User Experience (UX) Design

- Agile & Scrum Methodologies

- Go-to-Market (GTM) Strategy

- Cross-Functional Team Leadership

- Data-Driven Decision Making

- Competitive Analysis

- Stakeholder Management

- Requirements Gathering

- Product Lifecycle Management

- A/B Testing & Optimization

Professional Experience

Senior Product Manager

InnovateTech Solutions | San Francisco, CA | March 2019 – Present

- **Led the strategy and execution for a flagship SaaS platform**, increasing annual recurring revenue (ARR) by $5M within 2 years through new feature development and pricing optimization.

- Managed a product backlog for 3 engineering teams, prioritizing features based on market demand, customer feedback, and business objectives.

- **Launched 5 major product features**, including an AI-powered analytics module and a customizable reporting suite, resulting in a 15% increase in user engagement.

- Conducted extensive market research and competitive analysis to identify new opportunities and inform product roadmap decisions.

- Collaborated closely with engineering, design, sales, and marketing teams to ensure successful product launches and adoption.

- Defined and tracked key product metrics (e.g., DAU, MAU, churn rate), using data to inform product iterations and improvements.

Product Manager

NextGen Software Inc. | New York, NY | August 2015 – February 2019

- Managed the development of a mobile productivity application (iOS/Android), growing its user base from 100K to 1M+ downloads.

- **Reduced user churn by 10%** through iterative UX improvements and A/B testing of onboarding flows.

- Authored detailed product requirements documents (PRDs), user stories, and acceptance criteria.

- Conducted user interviews and usability testing to gather insights and validate product concepts.

Associate Product Manager

Startup X | Austin, TX | June 2013 – July 2015

- Assisted in product discovery and feature definition for an early-stage FinTech platform.

- Analyzed user feedback and usage data to identify pain points and opportunities for improvement.

Key Projects

Enterprise Dashboard Revamp

InnovateTech Solutions | 2022

- **Objective:** Redesign and rebuild the core enterprise dashboard to improve usability and performance.

- **Outcome:** Achieved a 25% reduction in task completion time for key user workflows and a 30% increase in dashboard load speed.
- **Role:** Led requirements gathering, UX collaboration, and sprint planning for the engineering team.

Mobile App Gamification Initiative

NextGen Software Inc. | 2017

- **Objective:** Implement gamification features to increase user retention and engagement.
- **Outcome:** Increased daily active users by 20% and average session duration by 15%.
- **Role:** Defined feature specifications, managed A/B tests, and analyzed impact.

Education

Master of Business Administration (MBA)

Columbia Business School | New York, NY | 2011 – 2013

- **Concentration:** Product Management, Technology & Innovation.

Bachelor of Science in Computer Engineering

University of Texas at Austin | Austin, TX | 2007 – 2011

- **Honors:** Dean's List (all semesters).

Certifications

- Certified Scrum Product Owner (CSPO) – Scrum Alliance (2018)
- Product Management Certification – Product School (2016)

Publications & Presentations

- "The Future of AI in SaaS Product Development" – Speaker, ProductCon 2023
- "Building Scalable Product Roadmaps for Growth" – Article, Product Management Today (2021)

Volunteer Experience

Mentor

Startup Incubator Program | San Francisco, CA | 2020 – Present

- Mentored early-stage startup founders on product strategy, market fit, and fundraising.

Interests

Hiking, Photography, AI Ethics, Smart Home Technology, Cooking